

Conf. # 6909

Federal Communications Commission  
Washington D.C. 20554Approved by OMB  
3060-0754FCC 398  
Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 09/30/1998

1. Call Sign	Channel Number	Community of License			
WLS-TV	7	City	State	County	ZIP Code
		Chicago	IL	Cook	60601
Licensee					Previous call sign (if applicable)
WLS Television, Inc.					
<input checked="" type="checkbox"/> Network Affiliation: ABC		Nielsen DMA		World Wide Web Home Page Address (if applicable)	
<input type="checkbox"/> Independent		Chicago		ABC7CHICAGO.COM	

## Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c). 4
3. Does the licensee identify each Core Program at the beginning of the airing of each program as required by C.F.R. Section 73.673? ☒ Yes ☐ No
4. Does the licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? ☒ Yes ☐ No
5. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Program #1: Disney's 101 Dalmatians: The Series			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 7:00-7:30 AM CT (through 9/5/98)	12	2	7/4/98 - 12:00 Noon*
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 7 years to 11 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
*Other preemption due to unexpected network sports overrun. [Note: Beginning 9/12/98, this program is regularly scheduled for Saturdays - 10:30-11:00 AM CT.]			
This series addresses many of the key developmental issues of middle childhood. A group of Dalmatian puppies and a resourceful chicken named "Spot" are featured in stories that center on problem-solving. Plots frequently introduce conflicts over rules, learning responsibility, attempts to gain peer acceptance, learning from mistakes and efforts to help other animals or human characters. The series encourages prosocial values such as empathy, fairness and cooperative behavior, as well as modeling information-gathering and strategic thinking.			

Title of Program #2: Disney's 1 Saturday Morning (featuring long and short-form educational elements)			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 7:30-9:30 AM CT	13	2	7/4/98 - 7:00 AM 7/18/98 - 7:00 AM
Length of Program: 120 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p> <p>This two-hour program block features three half-hour educational series in combination with several short-form educational elements. The latter includes "Great Minds...Think For Themselves" (American history segments) and "Where'd It Go?" (short segments describing animal behavior).</p> <p>Disney's Doug -- Narrated via the spoken journal entries of aspiring writer/cartoonist Doug Funnie, this series uses humor and fantasy in depicting the struggles of a twelve-year-old boy to define identity, develop self-confidence, resolve family and school problems and maintain friendships strained by preadolescent physical and emotional change. Series episodes promote values such as honesty, loyalty, fairness and respect for individual differences.</p> <p>Disney's Pepper Ann -- "Pepper Ann" features a twelve-year-old girl who is growing up in a single-parent family. She demonstrates that individuality, competence and humor are survival skills for any pre-teenager. From week to week Pepper Ann discovers the importance of speaking out for what one believes and the value of learning from one's mistakes. The primary educational focus of the series is self-esteem -- particularly that of young girls. Additionally, the series teaches perseverance, taking responsibility and thinking creatively.</p> <p>Disney's Recess -- "Disney's Recess" is a collection of animated stories about six fourth graders who attend suburban public school. Loyal friends, these children are an ethnically and gender-diverse group. They provide role models for viewers who may be struggling with problems common to middle childhood such as conflicts with authority figures, school and family rules, issues of fairness, desire to be popular, peer pressure and crises of confidence. A recurrent theme is the problem of dealing with the class bully or "teacher's pet." Series episodes raise thought-provoking questions which parents and children can talk about together, providing a rich source of values-oriented family discussion material.</p>			

Title of Program #3: Disney's Jungle Cubs			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 10:30-11:00 AM CT (through 9/5/98)	10	3	7/11/98 - 9:30 AM 7/18/98 - 1:30 PM 8/15/98 - 12:00 PM
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 5 years to 8 years			
<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p> <p>In this animated series, the beloved animals from Rudyard Kipling's The Jungle Book -- Bagheera, Baloo, Hathi, Kaa, Louie and Shere Khan -- are portrayed as young animals who are growing up in the jungles of India. Series episodes teach and reinforce prosocial values such as cooperative behavior, resolving disagreements, developing empathy, building self-esteem, taking responsibility, overcoming fears and maintaining friendships.</p>			

Title of Program #4: The New Adventures Of Winnie The Pooh			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 11:00-11:30 AM CT	13	5	7/11/98 - 10:00 AM 7/25/98 - 9:30 AM 8/15/98 - 9:30 AM 9/12/98 - 11:00 AM
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 3 years to 6 years			

Age of Target Child Audience: from 3 years to 6 years

9/26/98 - 9:30 AM

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Based on the classic Winnie The Pooh books by author A.A. Milne, "The New Adventures Of Winnie The Pooh" depicts the everyday lives of Christopher Robin and his animal companions Pooh, Piglet, Rabbit, Tigger, Eeyore, Owl and Gopher. Stories convey strong prosocial messages about honesty, taking responsibility, persistence, cooperative effort, friendship and caring. Episodes selected for the 1998-99 package present stories having greatest educational relevance to younger viewers. Many of these stories are designed to help younger children distinguish between fantasy and reality, identify feelings and overcome common childhood fears.

Title of Program #5: Science Court			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 11:30 AM-12:00 Noon CT (through 9/5/98)	10	2	7/25/98 - 10:00 AM 8/15/98 - 10:00 AM
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
"Science Court" offers a novel and highly entertaining approach to science education. Primarily designed for children in the middle school grades, the series uses a humorous courtroom setting as a vehicle for teaching broad scientific concepts and their everyday applications. In the courtroom setting, characters present their views in a logical manner, enabling the home viewing audience to develop logical and sequential thinking skills, to examine and describe phenomena, to evaluate hypotheses in light of data obtained and to use both inductive and deductive reasoning. Key science concepts are illustrated by means of courtroom "demonstrations" and graphics.			

Title of Program #6: Squigglevision			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 11:30 AM-12:00 Noon CT (beginning 9/12/98)	3	2	9/19/98 - 1:00 PM 9/26/98 - 10:00 AM
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
Primarily designed for children in the middle school grades, "Squigglevision" uses activities at a radio station and in the courtroom as springboards for teaching scientific concepts and their everyday applications. Characters use critical thinking to examine and describe phenomena, thereby helping the home viewer to sharpen observational and sequential thinking skills. They demonstrate both inductive and deductive reasoning and evaluate hypotheses in light of data obtained and make judgments. Scientific and math estimation concepts are illustrated by means of practical "demonstrations" and graphics.			

#### Non-Core Educational and Informational Programming

6. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

Title of Program #1: <b>ABC's Schoolhouse Rock</b>			Origination Network
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 9:57-10:00 AM CT	7	0	
Length of Program: 3 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. This short-form educational program teaches concepts in grammar, math, U.S. history, science and finance by transforming these concepts into popular song, rhyme and amusing visuals. This method of presenting academic concepts has proven to be a powerful instructional tool.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Title of Program #2: <b>ABC's Schoolhouse Rock</b>			Origination Network
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 10:27-10:30 AM CT	7	0	
Length of Program: 3 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. This short-form educational program teaches concepts in grammar, math, U.S. history, science and finance by transforming these concepts into popular song, rhyme and amusing visuals. This method of presenting academic concepts has proven to be a powerful instructional tool.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Title of Program #3: <b>ABC Kids Movie Matinee/ABC's Schoolhouse Rock</b>			Origination Network
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturday, August 22, 1998 - 1-2:30 PM	1	0	
Length of Program: 90 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. "Cap'n O.G. Readmore Meets Little Red Riding Hood" -- This special retells the well-known fairytale from the viewpoint of the Wolf. Cap'n O.G. Readmore boasts to his reading buddies that if he were a villain he would be			

smart enough to know that he was about to do something wrong and take steps to reform his behavior. Suddenly swept into the pages of the book, the group becomes characters in the fairytale. The Cap'n discovers that he is the Wolf and that changing the story's outcome is not as easy as it had seemed. Aside from encouraging reading, an added cognitive benefit of this program is that it teaches the young viewer to look at events from other people's perspectives.

Does the program have educating and informing children ages 16 and under as a significant purpose? ☒ Yes ☐ No

If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? ☒ Yes ☐ No

If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? ☒ Yes ☐ No

Title of Program #4: <b>Sing Me a Story With Belle</b>			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays, 6:30-7am through 8/29/98	9	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 2 years to 6 years			
Describe the program. Through classic stories, discussions, and song, this program teaches young children the fundamentals, morals, and educational lessons of life.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Title of Program #5: <b>Popular Mechanics for Kids</b>			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 6:30-7am effective 9/19/98	2	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. This series for children explores the limits of science, technology, and imagination.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Title of Program #6: Bill Nye the Science Guy			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Satudays - 12-12:30pm	12	7	Saturday, 7/11 - 6am* Saturday, 9/12 - 6:30am Saturday, 8/8 - 9:30am Saturday, 7-4 - 12:30pm Sundays, 8/2, 8/15, 9/27 - 1pm
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. *Preemptions due primarily to live sports and live telecast of the Bud Billiken Back-to-School Parade.			
This program is designed to teach children in an educational, informational, and entertaining way about sophisticated scientific concepts including sound, light and color, cells, and outer space.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Title of Program #7: Wild About Animals			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays - 12:30-1pm	12	7	Saturday, 7/11 - 5:30am* Saturdays, 8/1, 8/8, 9/12 - 6:00am Saturday, 7/4 - 1:00pm Sunday, 9/6 - 1:00pm Sunday, 9/27 - 1:30pm
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 16 years			
Describe the program. *Preemptions due primarily to live sports and live telecast of the Bud Billiken Back-to-School Parade.			
This program is designed to teach children 16 and younger about the world of animals by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each show consists of 4 or 5 stories designed not only to teach children about exotic and unique animals from the wild, but also to educate them further about animals they probably see every day.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

#### Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming.

Title of Program #1: Disney's 1 Saturday Morning			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays - 7:30-9:30 AM CT	13	120 (minutes)	from 8 to 12 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This two-hour program block features three half-hour educational series in combination with several short-form educational elements. The latter includes "Great Minds...Think For Themselves" (American history segments) and "Where'd It Go?" (short segments describing animal behavior).			

Title of Program #2: Disney's 101 Dalmatians: The Series			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays - 10:30-11:00 AM CT	13	30 (minutes)	from 7 to 11 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This series addresses many of the key developmental issues of middle childhood. A group of Dalmatian puppies and a resourceful chicken named "Spot" are featured in stories that center on problem-solving. Plots frequently introduce conflicts over rules, learning responsibility, attempts to gain peer acceptance, learning from mistakes and efforts to help other animals or human characters. The series encourages prosocial values such as empathy, fairness and cooperative behavior, as well as modeling information-gathering and strategic thinking.			

Title of Program #3: The New Adventures Of Winnie The Pooh			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays - 11:00-11:30 AM CT	13	30 (minutes)	from 3 to 6 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Based on the classic Winne The Pooh books by author A.A. Milne, "The New Adventures Of Winnie The Pooh" depicts the everyday lives of Christopher Robin and his animal companions Pooh, Piglet, Rabbit, Tigger, Eeyore, Owl and Gopher. Stories convey strong prosocial messages about honesty, taking responsibility, persistence, cooperative effort, friendship and caring. Episodes selected for the 1998-99 package present stories having greatest educational relevance to younger viewers. Many of these stories are designed to help younger children distinguish between fantasy and reality, identify feelings and overcome childhood fears.			

Title of Program #4: Squigglevision			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays - 11:30 AM-12:00 Noon CT	13	30 (minutes)	from 8 to 12 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Primarily designed for children in the middle school grades, "Squigglevision" uses activities at a radio station and in the courtroom as springboards for teaching scientific concepts and their everyday applications. Characters use critical thinking to examine and describe phenomena, thereby helping the home viewer to sharpen observational and sequential thinking skills. They demonstrate both inductive and deductive reasoning and evaluate hypotheses in light of data obtained and make judgments. Scientific and math estimation concepts are illustrated by means of practical "demonstrations" and graphics.			

8. Does the licensee publicize the existence and location of the stations's Children's Television ☒ Yes ☐ No Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)?

9. List Core Programs, if any, aired by other stations that are sponsored by the licensee and that meet the criteria set

forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Name of Program	Call Letters of Station Airing Sponsored Program	Channel Number of Station Airing Sponsored Program	Did total programming Increase? ___Yes ___No

For each Core Program sponsored by the licensee, complete the chart below.

Title of Program #1:			Origination
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
		0	
Length of Program: (minutes)			
Age of Target Child Audience: from    years to    years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			

**10. Name of children's programming liaison:**

Name <b>Fran Preston</b>	Telephone Number (include area code) <b>312-750-7271</b>
Address <b>WLS-TV, 190 North State Street</b>	Internet Mail Address (if applicable)
City <b>Chicago</b>	State <b>IL</b>


11. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTE 2.

During the Bud Billiken Back-to-School Parade, airing live on Saturday, August 8, at 10am-12:30pm, Chicago's African-American community celebrates its heritage as schoolchildren and community groups parade down Martin Luther King Drive; the theme of this parade, as always, is back-to-school. The Mexican Independence Day Parade, airing on Sunday, September 13, at 1-2pm, educates and informs children and their parents about the rich and diverse cultures of the Mexican-American community. We also air educational and informative public service announcements (list is in public file) during children's programming. WLS-TV's non-broadcast efforts include dissemination to schools of ABC's Classroom Connection, a magazine that lists network educational programs for children. The magazine suggests classroom activities and recommends readings designed to enhance the educational value of the listed programs. In addition, WLS-TV news talent regularly participate in speaking engagements in area schools. The NAACP ACT-SO Awards, which we aired on Sunday, September 27, at 3-4pm highlights academic achievements of high school students from around the nation as they compete for medals and scholarships. And Success Through Education: A Salute to Hispanic Excellence (airing on Sunday, September 20, at 1-2pm) presents a solid message of empowerment through education, featuring profiles of successful Hispanic professionals.

**WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).**



I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee WLS Television, Inc.	Signature (only for printed version) 
Date 10/6/98	

FCC 398  
August 1997 (1.2)  
(end)